

Order Item Summary

CBS TELEVISION
STATIONS

KDKA-TV

Order ID: 56176 CF LOC-POL FBD - LBD: 10/26/12 - 11/06/12 HL#: Created: 08/07/12 03:17 PM
 Client: NATIONAL REPUBLICAN... CPE: / / 2955 Agency Commission: 15 % Updated: TJDISTEFANO on 08/07/12 03:22
 Agency: NATIONAL MEDIA RESEARCH Product: TV OCT 26-NOV 6 ADDS Self :30:00 Confirmed: 08/07/12 03:22 PM
 Buyer: Demo: HHOLDS DMA RTG Sched. Code: B **PRINT REQUIRED**
 AE: Brian Butz-1-KDKA-TV Billing Int: Monthly BM: SS
 Share: 0% WTAE: 0% WPXI: 0% WPGH: 0% WPMY: 0% WPCW: 0% CABLE: 0%

PRINT AT STATION. MARK INVOICE PAID, PROOF OF PERFORMANCE AND PUT IN PUBLIC FILE. PAID FOR BY NRCC

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|----------|-------|----------|----|-----|
| 001 | MLOCAL5A | * * * * F * * | MORN | 30 | D | | | 0.0 | \$425.00 | 1 | \$425.00 | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Oct 22</u> | | | | | | | | | | |
| | 10/26/12 | 10/26/12 | 1 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|----------|-------|----------|----|-----|
| 002 | MLOCAL5A | 0 0 1 1 0 0 0 | MORN | 30 | D | | | 0.0 | \$425.00 | 2 | \$850.00 | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Oct 29</u> | | | | | | | | | | |
| | 10/31/12 | 11/01/12 | 2 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|----------|-------|----------|----|-----|
| 003 | MLOCAL5A | 1 1 0 0 0 0 0 | MORN | 30 | D | | | 0.0 | \$425.00 | 2 | \$850.00 | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Nov 05</u> | | | | | | | | | | |
| | 11/05/12 | 11/06/12 | 2 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 004 | NEWS5PM | 1 0 1 1 1 0 0 | NEWS | 30 | D | | | 0.0 | \$1,025.00 | 4 | \$4,100.00 | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Oct 29</u> | | | | | | | | | | |
| | 10/29/12 | 11/02/12 | 4 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 005 | NEWS530PM | 0 0 0 1 1 0 0 | NEWS | 30 | D | | | 0.0 | \$1,025.00 | 2 | \$2,050.00 | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Oct 29</u> | | | | | | | | | | |
| | 11/01/12 | 11/02/12 | 2 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 006 | NEWS530PM | M * * * * * | NEWS | 30 | D | | | 0.0 | \$1,025.00 | 1 | \$1,025.00 | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Nov 05</u> | | | | | | | | | | |
| | 11/05/12 | 11/05/12 | 1 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|-------------|---------------|---------------|---------------|----|---------|------------|--------|----------|-------|------------|----|-----|
| 007 | NEWS SAT 7P | * * * * * S * | NEWS | 30 | B | | | 0.0 | \$850.00 | 2 | \$1,700.00 | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Oct 22</u> | <u>Oct 29</u> | | | | | | | | | |
| | 10/27/12 | 11/03/12 | 1 | 1 | | | | | | | | | |

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KDKA-TV

| | | | | |
|--|-------------------------------|--------------------------------|--|----------------------------|
| Order ID: 56176 | CF LOC-POL | FBD - LBD: 10/26/12 - 11/06/12 | HL#: | Created: 08/07/12 03:17 PM |
| Client: NATIONAL REPUBLICAN... | CPE: / / 2955 | Agency Commission: 15 % | Updated: TJDISTEFANO on 08/07/12 03:22 | |
| Agency: NATIONAL MEDIA RESEARCH | Product: TV OCT 26-NOV 6 ADDS | Self :30:00 | Confirmed: 08/07/12 03:22 PM | |
| Buyer: | Demo: HHOLDS DMA RTG | Sched. Code: B | **PRINT REQUIRED** | |
| AE: Brian Butz-1-KDKA-TV | | Billing Int: Monthly | BM: SS | |
| Share: 0% WTAE: 0% WPXI: 0% WPGH: 0% WPMY: 0% WPCW: 0% CABLE: 0% | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|----------|-------|----------|----|-----|
| 008 | AINSIDER | * * * * F * * | ACC | 30 | B | | | 0.0 | \$775.00 | 1 | \$775.00 | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Oct 22</u> | | | | | | | | | | |
| | 10/26/12 | 10/26/12 | 1 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|----------|-------|------------|----|-----|
| 009 | AINSIDER | 1 1 1 1 1 0 0 | ACC | 30 | B | | | 0.0 | \$775.00 | 5 | \$3,875.00 | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Oct 29</u> | | | | | | | | | | |
| | 10/29/12 | 11/02/12 | 5 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|----------|-------|----------|----|-----|
| 010 | AINSIDER | M * * * * * | ACC | 30 | B | | | 0.0 | \$775.00 | 1 | \$775.00 | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Nov 05</u> | | | | | | | | | | |
| | 11/05/12 | 11/05/12 | 1 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 011 | PPERSON | * * * T * * * | REGP | 30 | B | | | 0.0 | \$4,500.00 | 1 | \$4,500.00 | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Oct 29</u> | | | | | | | | | | |
| | 11/01/12 | 11/01/12 | 1 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 012 | PELEMENT | * * * T * * * | REGP | 30 | B | | | 0.0 | \$5,000.00 | 1 | \$5,000.00 | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Oct 29</u> | | | | | | | | | | |
| | 11/01/12 | 11/01/12 | 1 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|-----------------|---------------|---------------|-----|----|---------|------------|--------|-------------|-------|-------------|----|-----|
| 013 | SNFLHOME | * * * * * S | HOME | 30 | A | | NFL FTBL | 0.0 | \$45,000.00 | 1 | \$45,000.00 | | |
| | STEELERS@GIANTS | | | | | | | | | | | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Oct 29</u> | | | | | | | | | | |
| | 11/04/12 | 11/04/12 | 1 | | | | | | | | | | |

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| Share: 0% WTAE: 0% WPXI: 0% WPGH: 0% WPMY: 0% WPCW: 0% CABLE: 0% | | | | |

Order Totals

| Order Section | Confirmed Quantity | Revised Quantity | Confirmed Total | | Revised Total | |
|---------------------|--------------------|------------------|-----------------|-------------|---------------|---------|
| | | | Gross Amt | Net Amt | Gross Amt | Net Amt |
| Spot Buy Lines | 24 | 0 | \$70,925.00 | \$60,286.25 | \$0.00 | \$0.00 |
| Installments | 0 | 0 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| Ancillary Buy Lines | 0 | 0 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| Order Totals: | | | \$70,925.00 | \$60,286.25 | \$0.00 | \$0.00 |